

2003 Visitor Satisfaction & Activity Report

Perhaps some of you are already familiar with this report, but here's an excerpt from the 2003 Visitor Satisfaction & Activity Report issued by DBEDT.

- Overall satisfaction: 52% of the Japanese visitors rated their vacation spent in Hawaii "excellent," and only 2.5% and 0.8% gave "below average" or "poor" ratings. 56.4% of respondents would "very likely" come back in the next five years, an increase from 52.3% in 2002. About 12.7% would not likely return because "the flight is too long" and Hawaii is "too expensive."
- Time Spent on Planning a Hawaii Vacation: People are spending less amount of time, three months or less (63.5%) and less than one month (13.5%).
- Satisfaction by Island: The Big Island received the highest 57.3% of "excellent" ratings, followed by Oahu (55.1%) and Maui (53.7%).
- Shopping: 82.4% of the Japanese visitors shopped in duty free stores. Others favored shopping spots such as convenience stores (79.3%), designer boutiques (63.6%) and supermarkets (58.4%). They do most of their shopping on Oahu.
- Activities: It is interesting to note that while many Japanese are attracted to Hawaii for its beaches, only 17.9% actually engaged in snorkeling or scuba diving. The older generation favored golf/jogging/fitness, while the younger generation enjoyed marine sports. More wedding/honeymoon visitors enjoyed swimming, sunbathing, beaches and gyms/spas than any other market segment.
- Senior Citizens Visiting Hawaii: They are more interested in historic sites, museums and other cultural activities as well as seeing lounge acts and stage shows compared to other age groups.
- Internet Use: Only 40.8% of the 70.7% Internet users arranged for their recent trip on the Internet -- for information on hotels (64.8%), shopping places (40.9%), restaurant reservations (37.9%), sightseeing places (37.5%) and finding things to do (33.4%).

For the full report, please visit the DBEDT website: <http://www.hawaii.gov/dbedt/latest.html>.

Japan Hawaii Economic Council Meeting in Kyoto



The 32nd Japan Hawaii Economic Council was held on Oct. 8 and 9 in Kyoto. Rex Johnson and Frank Haas of HTA, John Monahan, HVCB and Takashi Ichikura, HTJ, represented Hawaii and made presentations to 150 guests who attended the meeting. It was the first time for HTJ to be

represented at JHEC and Takashi Ichikura introduced HTJ, its organization, marketing strategy and activities to the audience representing the top business executives in Japan and Hawaii dedicated to promoting economic development, investment, trade, business and tourism. (Photo: Rex Johnson, HTA)

Yokozuna Musashimaru Retirement

Former Yokozuna Musashimaru celebrated his retirement in an unprecedented style with Sonny Ching chanting on the *dohyo* and four male hula dancers surrounding the *dohyo*. The guests were greeted by Hawaiian music by Mehiehie and hula by Hoapili and



Kuhia as they entered the Kokugikan. It was the first time ever for any kumu hula to set foot on the *dohyo*. The 7,000 plus spectators who filled Kokugikan on Oct. 2 were enthralled by the unexpected event that took place immediately before the hair cutting ceremony. It was the support of HTJ which made this magical moment to happen. In collaboration with KONISHIKI, HTJ also arranged for Hawaiian music and hula dancing, this time by both male and female dancers at the gala reception held at Le Meridien Grand Pacific Tokyo in Odaiba. (Photo: Sonny Ching on *dohyo*)

"Happy Hawaiian Day" organized by Hula Le'a



On Oct. 9, Tokyo was hit by another typhoon but inside Studio Coast in Koto-ku, Tokyo, it was a "Happy Hawaiian Day." Kumu Hula Frank Hewett and Miss Aloha Hula were on hand to demonstrate hula. There was a Hawaiian language class, lei making workshop and a chance

for everybody to try hula dancing. At this all-day event, HTJ provided a Hawaiian quilt exhibit and showed "Memories of Aloha," four 5-minute short movies produced as part of the Aloha Project. We also distributed brochures and other information on Hawaii at this event.

Kiryu Daiichi High School on School Trip

From Oct. 18 until 21, 350 students from Kiryu Daiichi High School visited Honolulu on an annual school trip which began in 2000. Their itinerary included Pearl Harbor, the Battleship Missouri Memorial, Bishop Museum, Hawaiian Waters Adventure Park, Kualoa Ranch, Sea Life Park and Dole Plantation Hawaii. The students also had a chance to enjoy shopping at the Waikale Premium Outlets and Ala Moana Center. The purpose of their trip was not only to experience and enjoy the island but also to contribute to the community by cleaning Magic Island. Through the arrangements by HTJ, Frank Haas from HTA welcomed the group on their first day and presented the HTJ posters. On their last night in Honolulu, a commendation was presented by HTJ Liaison Office on behalf of HTA, together with a new CD by Jake Shimabukuro in recognition of their beach cleaning volunteer work.



[Hawai'i Tourism Japan]

2222 Kalakaua Ave., Suite 602B, Honolulu, HI 96815 USA
Phone: +1-808-926-8151 Fax: +1-808-926-8161
<http://www.gohawaii.jp>

Dentsu Creative Team on the Islands



The Dentsu creative team and a local production crew are currently shooting the materials for the 2005 advertising campaign on Oahu and the Big Island. This year our focus was more on the geographic attributes of the islands in creating a new brand image for Hawaii. In 2005, we will delve more into the

inner qualities of Hawaii, i.e., culture, history, art, traditions and the aloha spirit that is behind all of them. All communications will continue to be based on the concept of "6 islands, 6 surprises." And Jake Shimabukuro will also continue to be our "image character." In our advertising, he will serve as a "navigator" to guide us through the culture, history and traditions of Hawaii. Through his music and personality, he will also act as a catalyst to introduce the aloha spirit and the people who embody the aloha spirit. (Photo: Jake Shimabukuro on the Sunset Beach.)

Trade Seminars

Continental Airlines Seminar in Nagoya

Approximately 160 travel agents attended the seminar hosted by Continental Airlines on Oct. 16 in Nagoya. Continental Airlines made available their BusinessFirst Class seats to the attendees to see how comfortable it is to fly this special class on Continental. HTJ congratulated the Airlines on its Dec. 21 inaugural flight followed by a report on the current status of Japanese arrivals as well as the HTJ activities.



TIA Seminar in Sapporo

On October 20, Hawaii was represented for the first time at the annual TIA See America Seminar that kicks off a series of seminars to take place outside of Tokyo. Approximately 40 attendants were present at the US Consulate in Sapporo. With JAL and ANA scheduled to add charter flights out of Sapporo in the coming months, the attendants showed keen interest in Hawaii as a destination.

Media Coverage

Shonan Beach FM: HTJ has been providing information to a section of the Shonan Beach FM program dedicated to Hawaii at 10:40 am every Friday. On the last Friday of every month, HTJ has been making arrangements for special telephone interviews: From April to September, those interviews were from each neighbor island. From October through next year, the program will feature Hawaiian culture as its theme and HTJ will arrange interviews with people from the Mission Houses Museum and Iolani Palace as well as a Hawaiian quilter or an Ukulele player.

Travel Journal Hawaii Supplement

Travel Journal came out with its biannual publication on October 25 with a special feature on Hawaii. This special supplement introduces Hawaii from an unexpected angle to approach the destination in the way that HTJ has been promoting, breaking away from the stereotypical perception. It uses a number of photographs from our photo library to cover a wide range of subjects, from natural heritage to culture and history. This supplement also introduces a new book by an actress Tomoko Yamaguchi titled "Hansei bun Hawaii" which loosely translates as "Hawaii Rediscovered." In this book, the author talks about Hawaiian food as well as the natural heritage, history and mythology of the islands, suggesting how today's overseas traveler places an importance on specific purposes or reasons, rather than just general sightseeing, for visiting Hawaii.



HTJ will utilize this supplement at various seminars, and it will also be made available for further distribution. If you wish to have a copy, please contact the HTJ liaison office at 808-926-8151.

Important Announcement to Marketing Partners

On November 19, there will be a JATA debriefing at 1:00 pm – 2:00 pm in the Boardroom at the Hawaii Convention Center. Those of you who participated in JATA/WTF 2004 are encouraged to attend this meeting.

Immediately following this meeting, from 2:00 pm to 3:00 pm Takashi Ichikura will brief you on the upcoming 2005 Seminar and Workshop scheduled in January, the announcement of which has already been sent to you. It will be held in the same room at the Hawaii Convention Center. Details of these meetings will be sent to you as it gets closer to the date of the meeting.

Wing Travel Hawaii Supplement



A major trade publication Wing Travel will work with HTJ to issue a special Hawaii supplement (8-12 pages) in January 2005. This special issue will cover the current status of the Hawaii market, HTJ's "Discover Aloha" concept as well as HTJ's activities for 2005. Wing Travel will also cover interviews with airlines, travel agencies, hotels and activities pertinent to Hawaii in an effort to build and promote a high quality brand for Hawaii and to encourage travel agents to create quality travel products. This special supplement will be the January 17 issue and 2,000 copies will be printed and distributed at the HTJ Seminars and Workshops in Tokyo, Osaka and Nagoya in January. The space booking deadline for advertising in this issue is Nov. 22 (Mon). For details, please refer to the attached file.

Mahalo for reading HTJ newsletter. If you have any comments or suggestions, please contact k.tanji@htjapan.jp. Should you not wish to receive this newsletter, please also let us know.

DEADLINES for Space Bookings & Artwork Materials

	JAN			FEB.				MAR.				
Issue date	5 & 12	19	26	2	9	16	23	1	8	15	22	29
Space	12/1	12/15	12/22	1/5	1/12	1/19	1/26	2/2	2/9	2/16	2/23	3/1
Color	12/8	12/22	1/5	1/12	1/19	1/26	2/2	2/9	2/16	2/23	3/1	3/8
B & W	12/15	1/5	1/12	1/19	1/26	2/2	2/9	2/16	2/23	3/1	3/8	3/15
	APR.				MAY.				JUN.			
Issue date	5	12	19	26 & 5/3	10	17	24	31	7	14	21	28
Space	3/8	3/15	3/22	3/29	4/5	4/12	4/19	4/26	5/10	5/17	5/24	5/31
Color	3/15	3/22	3/29	4/5	4/12	4/19	4/26	5/10	5/17	5/24	5/31	6/7
B & W	3/22	3/29	4/5	4/12	4/19	4/26	5/10	5/17	5/24	5/31	6/7	6/14
	JUL.				AUG.				SEP.			
Issue date	5	12	19	26	2	9 & 16	23	30	6	13	20	27
Space	6/7	6/14	6/21	6/28	7/5	7/12	7/19	7/26	8/9	8/16	8/23	8/30
Color	6/14	6/21	6/28	7/5	7/12	7/19	7/26	8/2	8/16	8/23	8/30	9/6
B & W	6/21	6/28	7/5	7/12	7/19	7/26	8/2	8/16	8/23	8/30	9/6	9/13
	OCT.				NOV.				DEC.			
Issue date	4	11	18	25	1	8	15	22	29	6	13	20
Space	9/6	9/13	9/20	9/27	10/4	10/11	10/18	10/25	11/1	11/8	11/15	11/22
Color	9/13	9/20	9/27	10/4	10/11	10/18	10/25	11/1	11/8	11/15	11/22	11/29
B & W	9/20	9/27	10/4	10/11	10/18	10/25	11/1	11/8	11/15	11/22	11/29	12/6

● The combined issues of Jan. 5&12, Apr. 26&May.3 and Aug. 9&16 will be published on Jan. 5, Apr. 26 and Aug. 9 respectively.

CALENDAR OF SPECIAL FEATURES

JAN.	■ New Year's Special	■ China	■ Taiwan
FEB.	■ Wholesale Tour Products for Apr.-Sep.2004	■ Thailand	■ Insurance
MAR.	■ Wholesale Tour Products for Apr.-Sep.2004	■ Guam	■ Korea
APR.	■ The Mariana Islands	■ Hawaii	
MAY.	■ Australia		
JUN.	■ Hong Kong	■ Spain	■ America
JUL.	■ China	■ Insurance	
AUG.	■ Wholesale Tour Products for Oct. 2003-Mar. 2004	■ Korea	■ E-Travel
SEP.	■ Wholesale Tour Products for Oct. 2003-Mar. 2004	■ Guam	■ Mexico
OCT.	■ The Mariana Islands	■ Canada	■ Cruises
NOV.	■ Australia		
DEC.	■ Hong Kong	■ Egypt	■ America

● The special features specified above are subject to change.

KOKU SHIMBUN SHA CO.,LTD
 4th.fl.San-miyayaga Bldg., 1-5-12
 Motoakasaka,Minato-ku, Tokyo 107-0051 Japan
Phone: 81-3-3796-6646
F a x : 81-3-3796-6645
E-mail:mail@jwing.com

2004 WING TRAVEL WEEKLY

Media Data, Ad Rates & Sizes

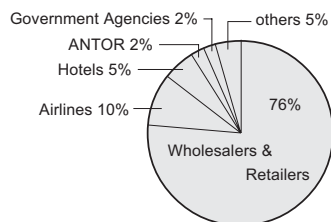
KOKU SHIMBUN SHA CO., LTD.

<http://www.jwing.com>

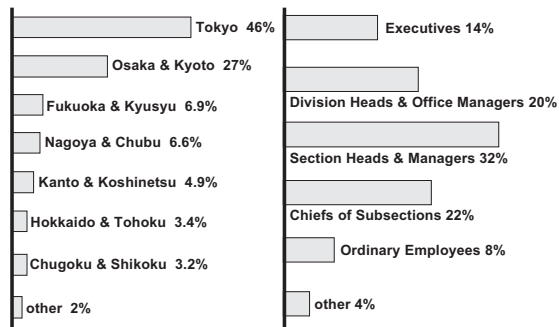
WING TRAVEL WEEKLY

READER PROFILE & DISTRIBUTION

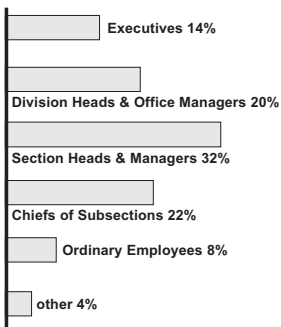
- **Circulation: 8,900 copies weekly**
- **Published : every Monday**
(48 issues/year)
Since:1969
- **Format : tabloid**
- **Printing Process : offset**



■ **Distribution by Industry Sectors**



■ **Distribution by Geographical Regions**

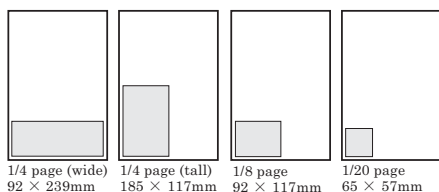
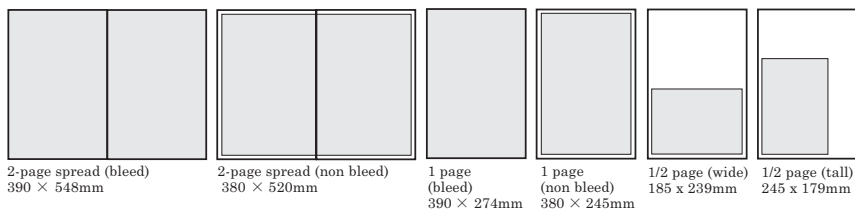


■ **Readers by Management Positions**

AD SIZES

(in millimeters or mm)

Space	Bleed (height x width)	Non Bleed (height x width)
2-page spread	390mm × 548mm	380mm × 520mm
1 page	390mm × 274mm	380mm × 245mm
1/2 page (wide)		185mm × 239mm
1/2 page (tall)		245mm × 179mm
1/4 page (wide)		92mm × 239mm
1/4 page (tall)		185mm × 117mm
1/8 page		92mm × 117mm
1/20 page		65mm × 57mm



■ Material Requirements

- Camera-ready artwork, a positive film with emulsion side down or a data format (ex. MO disk) must be submitted.
A color film should be screened at 175 lines, or at 100 lines for a black & white film.
- Ad sizes specified above are in actual dimensions. When you produce camera-ready artwork or film, allow 3 millimeters cutting losses on all sides.

DISTINCTIVE FEATURES

Travel Industry is involved in a global diversity today. Japan is not exceptional, either. Japanese travel industry faces a revolutionary turning point with a wide variety of environmental changes around tourism, such as expansion of sales channels through Information Technology worldwide, development of a discounted air ticket market, diversification of demands for international tourists, lively movement of local flights in a domestic market, etc. Under the circumstance, WING TRAVEL WEEKLY promises to send readers valuable and useful information on tourism and aviation, targeting to be a navigator in a global diversity.

- We promote original coverage in a tight relation with tourism and aviation authorities, as one of a press club for Ministry of Land, Infrastructure and Transport (former MOT).
- We publish the latest news on E-commerce and E-travel.
- We smoothly edit daily news and analyze those backgrounds on a weekly paper.
- We report a wide variety of information on credit rating of travel companies, international destinations, travel commodities and travel websites.
- We focus on foreign visitors to Japan, which are expected to be boom in 21st century.

AD RATES

■ 4-Color Rates (per insertion, frequency/year discounts included)

Space	1-5 times	6-11 times	12-23 times	24-35 times	36 times or more
2-page spread	¥1,190,000	¥1,142,000	¥1,096,000	¥1,052,000	¥1,010,000
1 page	¥595,000	¥571,000	¥548,000	¥526,000	¥505,000
1/2 page	¥451,000	¥434,000	¥418,000	¥403,000	¥390,000

■ B&W Rates (per insertion, frequency/year discounts included)

Space	1-5 times	6-11 times	12-23 times	24-35 times	36 times or more
2-page spread	¥720,000	¥690,000	¥662,000	¥630,000	¥610,000
1 page	¥360,000	¥345,000	¥331,000	¥318,000	¥305,000
1/2 page	¥225,000	¥216,000	¥207,000	¥199,000	¥191,000
1/4 page	¥150,000	¥144,000	¥139,000	¥135,000	¥132,000
1/8 page	¥100,000	¥96,000	¥93,000	¥91,000	¥89,000
1/20 page	¥60,000	¥57,000	¥55,000	¥53,000	¥51,000

■ Surcharges

- **Additional Color:**... Any primary color added to a b/w ad requires ¥40,000 per each additional color.
For example: a full-page ad with b/w and red costs ¥400,000.
(¥360,000 plus ¥40,000)

- **Advertorial:**..... A 30% surcharge, color or b/w, will be applied for any advertorial arrangement.
- **Preferred Placement:**... Preferred placement of any ad will be subject to a 20% of surcharge.
- **Artwork Production:**.... In case of incomplete artwork, the actual cost for artwork production, translation/copywriting or inevitable corrections will be charged on a cost-to-us basis.

- **Commission:** 15% commission to recognized agencies